

## **ABSTRACT OF THE DISCLOSURE**

A fastener assembly includes a molded plastic fastener. The molded plastic fastener includes a filament, a paddle at one end of the filament, and a cross-bar at the other end of the filament. The fastener assembly additionally includes identifying matter, such as a logo, barcode or numerical value, which is provided onto the paddle of the plastic fastener. In one embodiment, the identifying matter is retained onto the paddle using a label. In another embodiment, the identifying matter is printed directly onto the paddle using an inkjet printer. In another embodiment, the identifying matter is formed directly into the shape of the paddle either through the molding process for the plastic fastener or through a subsequent stamping process.